Social Dimension of Development and Social Innovations

Andra Aldea-Partanen & Jouni Ponnikas

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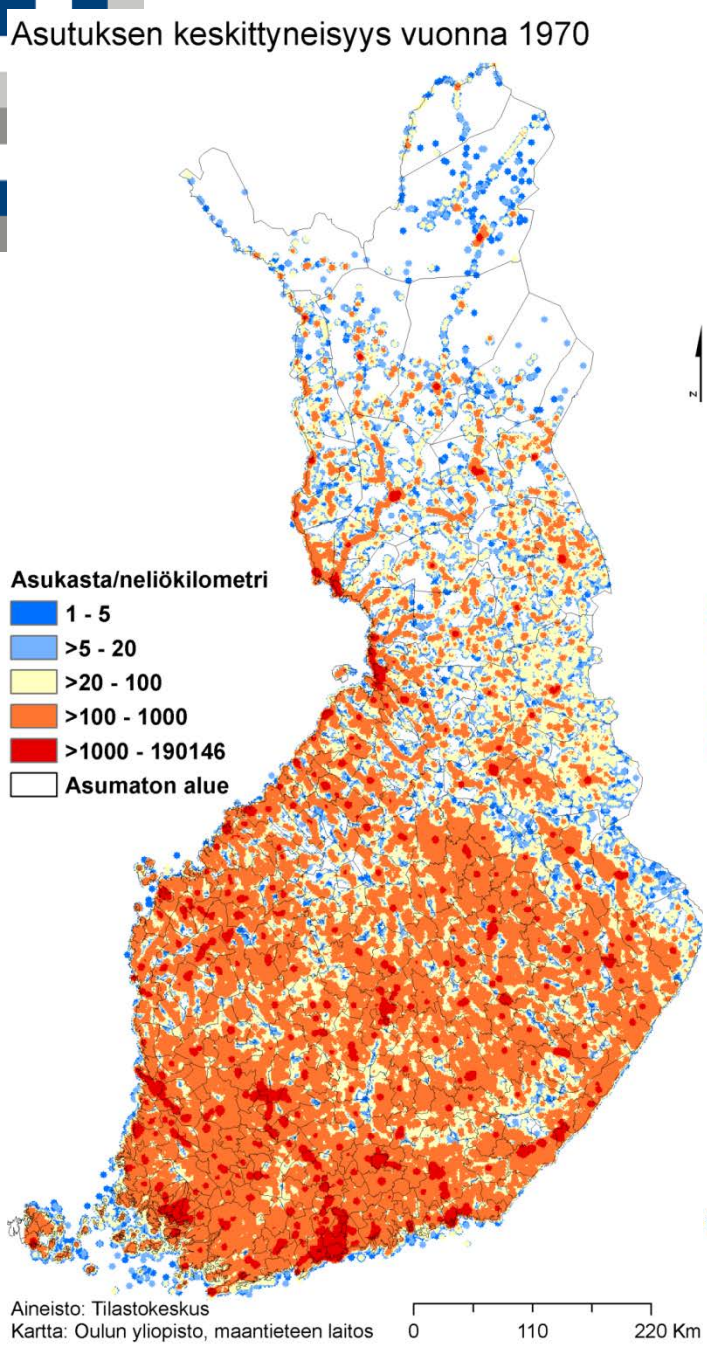
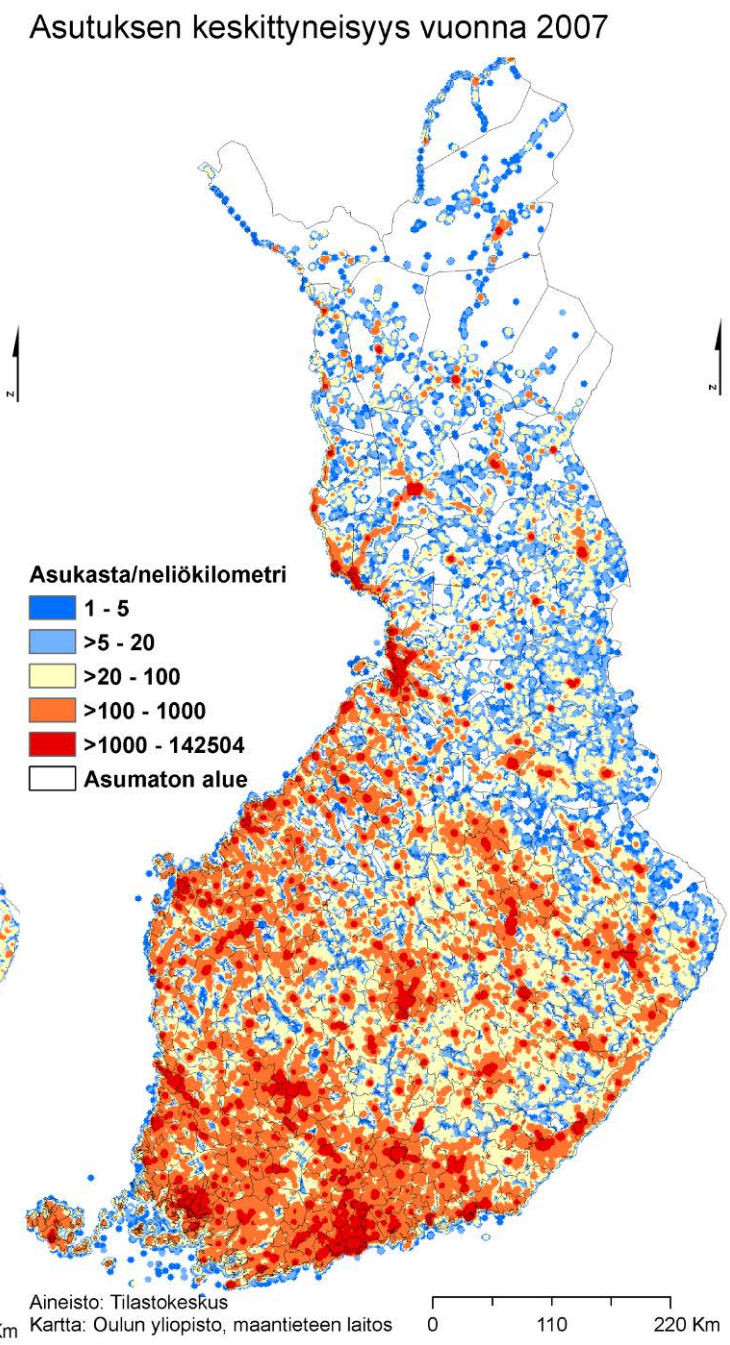
Pirttijärvi lake, summer 2008



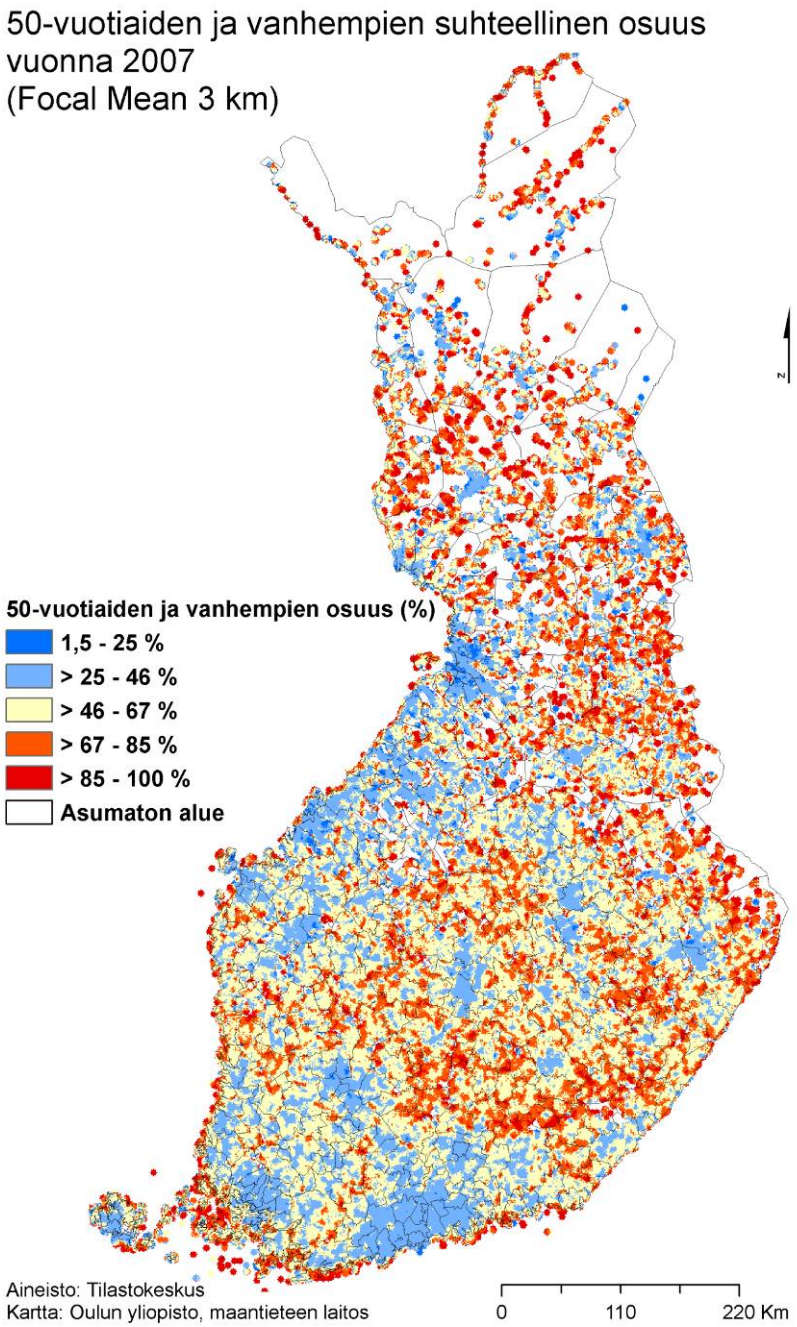


1. Regional background (1/4)

Finland 1970-2007

- Areas of highest population are decreasing
- Centralisation of permanent housing
- Most sparsely populated areas are losing permanent inhabitants
- Areas of sparsely population are increasing

(Hätälä & Rusanen 2010)



50 Years Old and Their Percentage of the Population, 2007

- Blue areas: lot of people under 50 years old; especially areas near cities and rural close to urban areas
- Red areas on the map: over 67 % of the population are 50 years old or older; lots of employees will retire by the year 2025, especially in the Eastern Finland

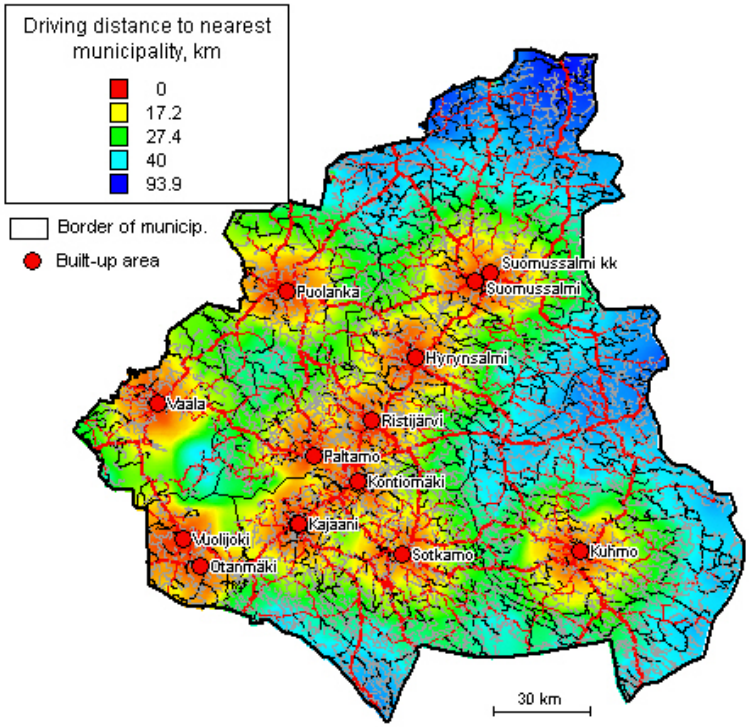
1. Regional background 3/4
Finnish Regional Characteristics and Rural Tripartite Classification

Parameters for Finnish rural categories in 2006

Rural - Urban category 2006	Number of municip alities	Population 2004		Land area 2002		Rural population 2004		No. of farms 2004	
		(persons)	*(%)*	km2	*(%)*	(person s)	*(%)*	(1km)	*(%)*
Urban	58	3,055,223	58.3	19,057	6.3	166,457	16.7	6,039	8.4
Rural - close to urban areas	89	826,158	15.8	35,900	11.8	228,380	22.9	13,285	18.4
Core rural	142	793,848	15.2	59,619	20.0	316,190	31.7	33,206	46.1
Rural - Sparsely Populated	143	561,382	10.7	189,900	62.4	287,216	28.8	19,424	27.0
Total	432	5,236,611	100,0	304,476	100,0	998,243	100,0	72,054	100,0

(Source: Malinen et al, 2006, p 65)

1. Regional background – Kainuu (4/4)



2. Sustainability Science 1/2

- Sustainability can be seen as a dynamic balance between socioeconomic demands on ecosystems, and the capacity of ecosystems to maintain resilience while supplying life-supporting services (Haberl et al. 2004).
- **Sustainability science** moves beyond a conventional view that sees human activities as disturbances to otherwise properly functioning ecosystems and recognizes the distinction between local activities and global environmental change (Clark et al. 2004). scientific research have to produce knowledge that can guide society toward more sustainable development (Ponnikas 2003).
- Transition to sustainability, will require fundamental changes in society-nature interaction for which no historical analogues exist

1. Sustainability Science 2/2 : LTER and LTSER: Comparison of Key Features

	LTER	LTSER
System studied	Ecosystem	Socioecological system
Humans are dealt with as...	...human populations, treated like populations of other species, causing disturbances in ecosystems.	...human societies/cultures engaged in an interactive process with their natural environment.
Methods/approaches	Natural sciences approach: observation–analysis–explanation. Intervention occurs only in controlled experiments.	Inter- and transdisciplinary approach: gets involved and is aware that the research may change the systems under investigation.
Products	Expertise, measurement data, models, understanding of system dynamics.	As LTER plus **socioeconomic and statistical data. Actively uses research results as a basis for participation in decision making.**
Basic epistemo-logical assumptions	Natural—scientific values: aims at objectivity and reproducibility, may sometimes have the illusion to be independent of social values and norms.	Self-reflexivity: is aware that **research is a social process inextricably entangled in historically contingent social values and norms.**

Original source:

Ecology and Society Vol. 11, No. 2. Art. 13. 2006

3. Sustainable Development

- Sustainable development became a widely known concept after the publication of the report titled *Our Common Future* by the United Nation's World Commission on Environment and Development in 1987. According to the Commission's well-known definition, "sustainable development is development that meets the needs and aspirations of the present without compromising the ability to meet those of the future" (WCED 1987, 43).
- In other words, one of the crucial issues in the decision-making concerning sustainable development is solidarity between the present and the future generations. In the subsequent discussion on sustainable development, the concept has been divided into four dimensions: ecological, social, cultural and economic.

3. Different Variations of Sustainable Development

In the subsequent discussion on sustainable development, the concept has also been **divided into different variations: *very weak* sustainable development (also called treadmill of production model), *weak* sustainable development, *strong* sustainable development and *very strong* sustainable development** (Ponnikas 2003). The **variations delineate the alternative frameworks for putting sustainable development into practice.** They are an indication of differing ideological beliefs about the natural world, which can be divided into the anthropocentric and ecocentric positions. The *strong* sustainable development variations represent ecocentric position and *weak* sustainable development variations anthropocentric position. (Baker et al. 1997, 8-14; Dobson 1998, 56-57; O`Riordan 1996, 144-149; Ponnikas 2003, 67-73.)

3. Different Variations of Sustainable Development

- In the *very weak* approach the natural environment is seen in terms of its utility to the economic system. Sustainable development is a synonym for sustainable growth. Policy tools continue to aim at maximizing production and growth.
- In the *weak approach* the objective of policies remains economic growth, but environmental costs are taken into consideration: market-reliant environmental policy, changes in patterns of consumption. Top down initiatives dominate in the administration system and there is only limited dialogue between state and civil society.
- These approaches often see **environmental problems to managerial problems, solvable within the context of the dominant political and economic system. Rather than stimulating radical reform, sustainable development here becomes a cachet of ever-expanding improvement.** (Baker et al. 1997, 8-15; O`Riordan 1996, 145-146, 148-149.)

3. Different Variations of Sustainable Development

- Whereas *weak* variations of sustainable development assert that economic development is a precondition of environmental protection, advocates of *strong sustainable development* assert that environmental protection is a precondition of economic development (environmentally regulated market). There is less emphasis on quantitative growth with strong variations. Although the accent is on a switch to qualitative growth, the overall objective of economic growth remains, but there have to bee changes in patterns of production and consumption. Eco justice of economical development in global level. (Baker et al. 1997, 15-16.)

3. Different Variations of Sustainable Development

- *Very strong sustainable development* offers a profounder vision aimed at structural change in society, the economy and the political system, which is premised upon a radical change in the attitude of humankind towards nature. These processes mean changes in patterns and levels of production and consumption. One important target is environmentally regulated market. Growth is measured in qualitative terms: quality of life rather than standard of living.
- It also stresses the social dimensions of development, which among other **things means that greater account is taken of work and production activities that lie outside the formal economic system in the social economy, for example through the not-for-private-profit contributions of community-based organizations.** (Baker et al. 1997, 15-17; Dobson 1998, 55-57; Jacobs 1999, 40-41; Jacob 1996, 6-8, 17.)

3. Different Variations of Sustainable Development

- Different variations of sustainable development represent a kind of ladder or a map of the sustainable transition. Both ends of the ladder can be considered the extremes that represent all the possible visions, from superficial to radical, on the nature of, and solution to, the contemporary environmental crisis and the relationship between humankind and nature. (Baker et al. 1997, 17-18; O`Riordan 1996, 145-146.) Brundtland`s approach to sustainable development is quite ambiguous and neutral. These are the reasons why it is possible to incorporate elements of the four variations to the concept of the sustainable development. (Baker et al. 1997, 17-18.)

3. Social Sustainability

- The *social dimension* means that the aim of development is to improve the quality of human life in such a way that development enables people to realize their potential, build self-confidence and lead lives of dignity and fulfilment. Communities must be empowered in order to be able to care for their own environments.
- Development has to be more participatory. This means that citizens must have enough opportunities to express their opinions in decision-making related to their living conditions. This is possible if the administrative system is open and democratic. This, in turn, implies that the government needs to be in continuous discussion with its citizens and civic organizations. (Jacob 1996, 10-16; Rannikko 1999, 397-398.)

3. Sustainability Matrix

Sustainability variations Sustainability dimensions	Very weak	Weak	Strong	Very strong
Ecologic	Low, just managerial	Economic growth – precondition of environmental protection	Environmental protection – precondition of economic growth	Eco-centric model: structural changes having impact on the economic, cultural and social dimensions of sustainability
Economic	Economical growth as the main target of the policy	Solutions provided by the industrialised countries		
Cultural	Not taken into consideration	Development takes place according to the conditions put by those in power	Cultural diversity is respected	
Social	Not taken into consideration	Underlines the contradictions between social and ecological sustainability. Social welfare can be ensured only via economic growth and effectiveness	Ecological sustainable development is a precondition for social sustainability.	
Participation	Top-down decision making	Strengthening citizens participation as small part of the development	Strengthening citizens participation as an important part of the development	Strengthening citizens participation as a crucial part of the development
Local knowledge	No role in decision making and planning	Expert knowledge provides solutions	Local knowledge accounted	Local knowledge incorporated in the development

Original source:

Andra Aldea-Partanen, Jouni Ponnikas,

Living Lab maaseudulla - paikalliset asukkaat innovaatioiden moottoreina? Sept. 2007

4. Citizens` Empowerment

- Citizens' empowerment requires an open and democratic administrative system. A system of this kind gives people equal opportunities and access to expertise and knowledge and a capacity to contribute to the decisions that affect them (see, for example, Arnstein 1969; Barber 1984, XVii; 226-227; Ponnikas 2000 or Rogers & Ryan 2001; Aldea-Partanen & Ponnikas 2007).
- The models of participation that have been presented in the discussion on sustainable development could be divided into *the top-down and bottom-up models of participation*. The top-down model is mainly concerned with the implementation of sustainable development, but hardly at all with determining the implicit objectives of such development. Governments decide about the objectives, using expert knowledge, and the public is mainly involved to carry out the policy. Participation at the objective-setting stage consists of only desultory consultation (Jacobs 1999, 34). This type of participation is functional, which means that participation is seen by external agents as a means to achieve goals. The goals of participation have already been decided. (Bell & Morse 2001, 297; Jacobs 1999, 34-35.)

4. Citizens` Empowerment

In practical terms, the participation of citizens in development policies for rural areas should be consider more as a bottom-up approach and the top-down participation ritual should be more rarely practiced, or at least mechanism of combination should be find. Furthermore, with respect to sustainable development, its ecological, social, cultural and economic dimensions should be taken into consideration while designing and implementing rural and regional development policies.

4. Citizens` Empowerment

A Finnish example – Kainuu Village Action Programme

- Getting villages activated
- Gathering Village Plans
- Providing the vllages the guidance neded to achieve their goals and fulfill their village Plans (120 villages, 100 plans)
- Multi-level co-operation

6. Social Innovation by OECD

‘Social innovation’ seeks new answers to social problems by:

- Identifying and delivering new services that improve the quality of life of individuals and communities.
- Identifying and implementing new labour market integration processes, new competencies, new jobs, and new forms of participation, as diverse elements that each contribute to improving the position of individuals in the workforce.
- Social innovations can therefore be seen as dealing with the welfare of individuals and communities, both as consumers and producers. The elements of this welfare are linked with their quality of life and activity. Wherever social innovations appear, they always bring about new references or processes.

Social innovation is distinct from economic innovation because it is not about introducing new types of production or exploiting new markets in itself but is about satisfying new needs not provided by the market (even if markets intervene later) or creating new, more satisfactory ways of insertion in terms of giving people a place and a role in production.

5. Social Innovations and Citizens

- Citizens should have an active role in innovation policy. Improving citizen empowerment, the use of participatory politics stimulates as well the potential occurrence of new innovations. Open society with the full civil rights also encourages the appearance the new innovations. Innovations are easily seen as privileges of cultural and economical elites of society and it is not often seen that innovations are also part of citizens every day life.
- Innovations born and develop when citizens try to find new ways of solve problems occurred in daily routines. For example in ICT many innovations have occurred when people have played and tried to do new things (Ali-Yrkkö et.al 2006, p.66.).
- Consequently, particularly the interactions between citizens are generators for new innovations. We see innovations as social constructions (social constructive paradigm of innovations). From this perspective, every innovation, even most technical one, is a social innovation.

5. Social Innovations and Citizens

- Social innovation can be seen as a new way of doing things together, as a new combination of players which creates new networks and communalities.
- One dimension in social innovations is the creating of new ways of communalities and commitment to society. New ways of doing things via social innovations foster people's commitments to society and strengthen people's social capital. (Oksa et.al. 2003.)

5. Concurrent Innovation

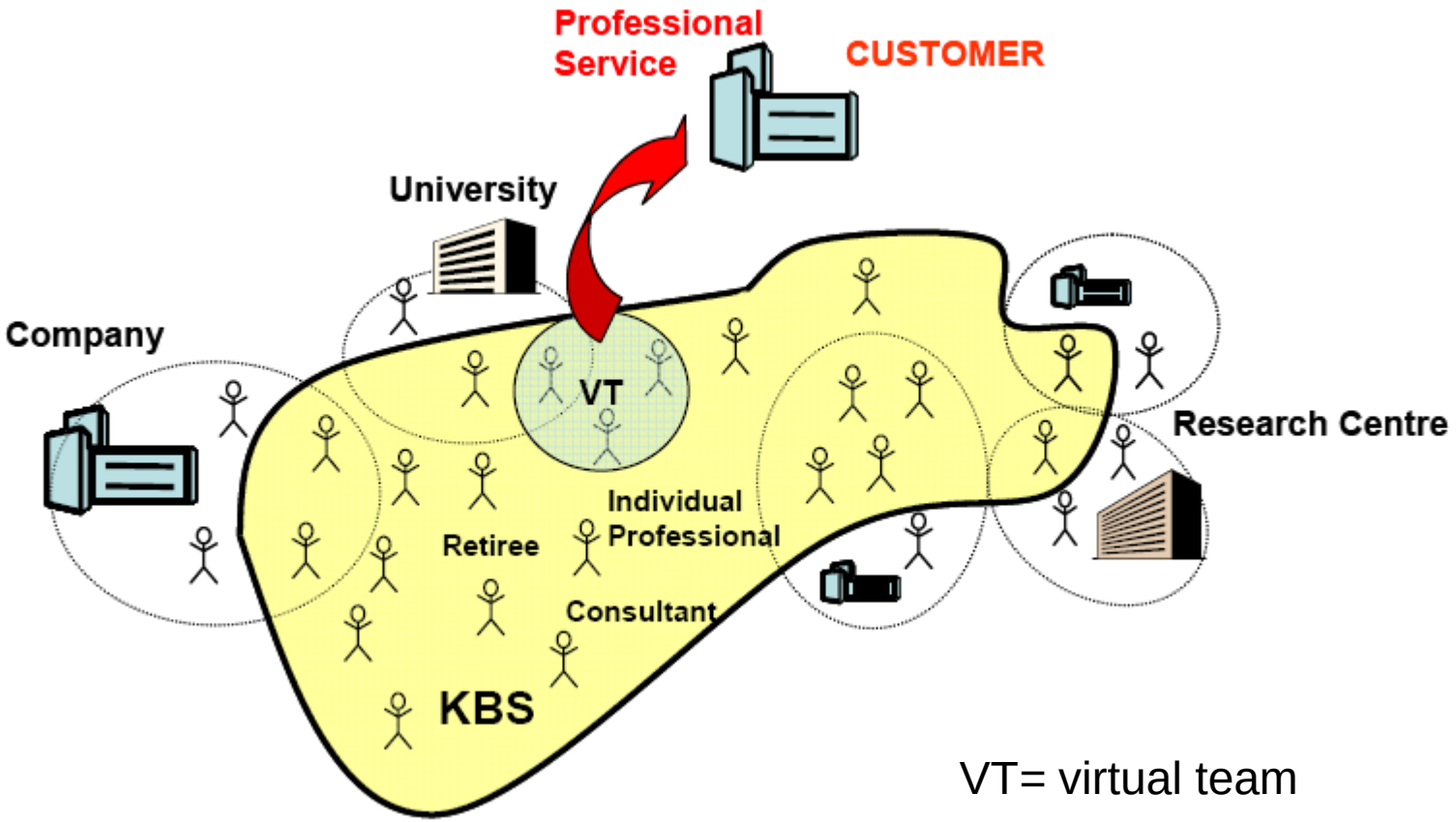
Source: Santero & Bifulco 2006
The “Concurrent Innovation” paradigm for Integrated Product/Service Development. ESoCE-NET White Paper

Key features
- Co-creation
- Shared intent
- Problem identification

Scope
- Social innovation lifecycle

Involves
- KBS Communities (KBS=knowledge business social)

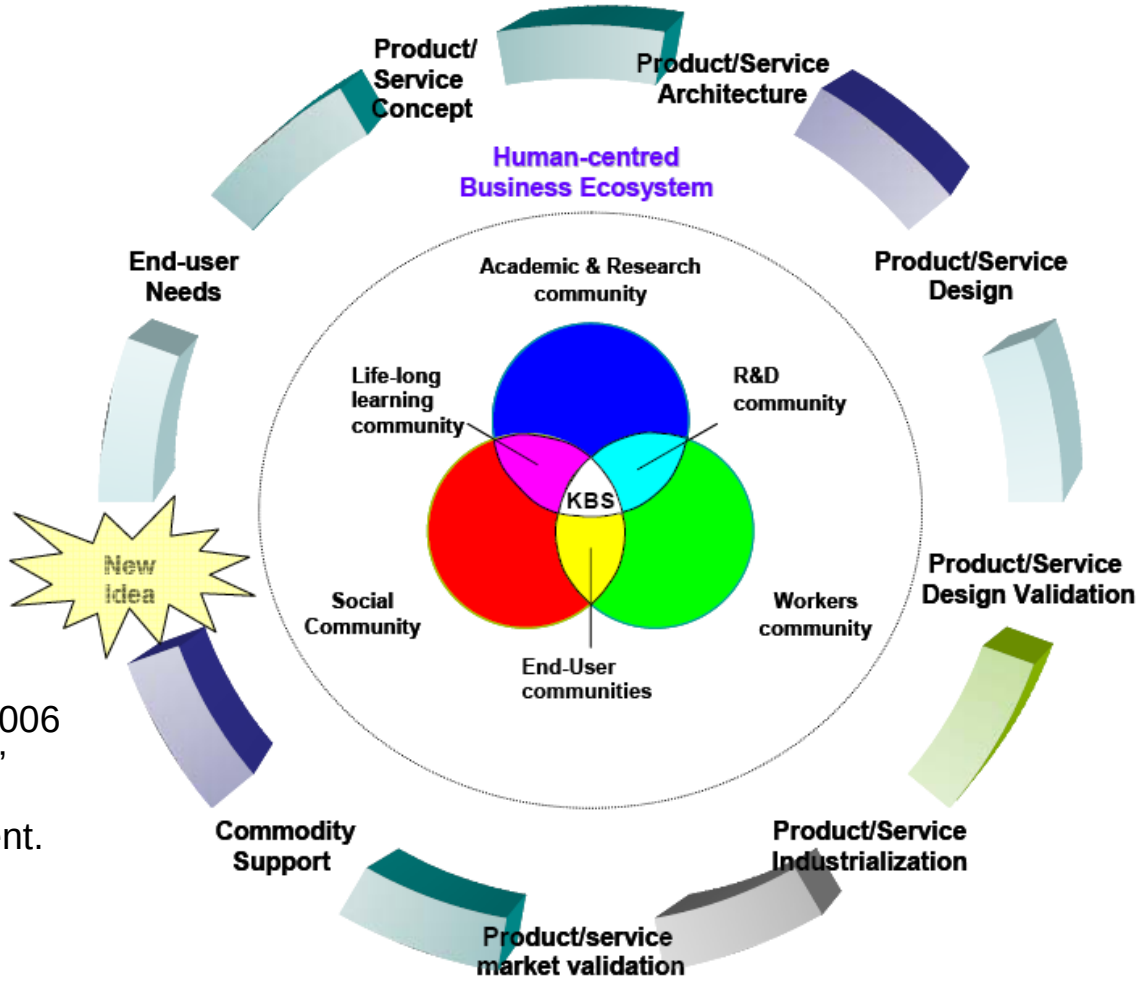
5. Concurrent Innovation



VT= virtual team

5. Concurrent Innovation

Social Innovation Life-cycle



Source: Santero & Bifulco 2006
The "Concurrent Innovation" paradigm for Integrated Product/Service Development. ESoCE-NET White Paper

6. Socially Innovative Networks

- What is the role of social networks in implementation of the innovative solutions? The social networks forming reliable partnerships have greater chances of identifying sustainable solutions.
- What networks need to become innovative? The socially innovative networks need a flexible environment and a shared intent; they need joint learning and triple Helix like partnerships. Flexibility of the environment influences the innovativeness.

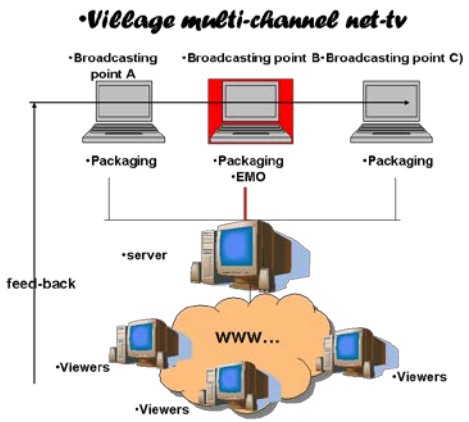
6. Socially Innovative Networks

- Fundamental parts of social capital make innovations more likely to occur. Such parts like trust between members of the community, members' commitments to the community they belong, openness of the community, allow innovations to develop. Acceptance of a variety of people, a multicultural environment and judging the content of the ideas based on their quality and not on the status of the presenter, also facilitates innovations' occurrence.
- Triple Helix partnership provides the needed diversity and the complementary competences facilitating innovative processes.

6. Socially Innovative Networks – Deserve Case

- Focus on transfers of knowledge related to service delivery examples
- Building up the multi-level and inter-regional networks, including policy-makers, local developers, village associations, and researchers
- Increasing the Finnish awareness of the on-going experiments in the other partner countries – Scotland, Sweden and Iceland
- Supporting small scale experiments and pilots of rural activities – mini rural living labs

6. Socially Innovative Networks –Deserve Case

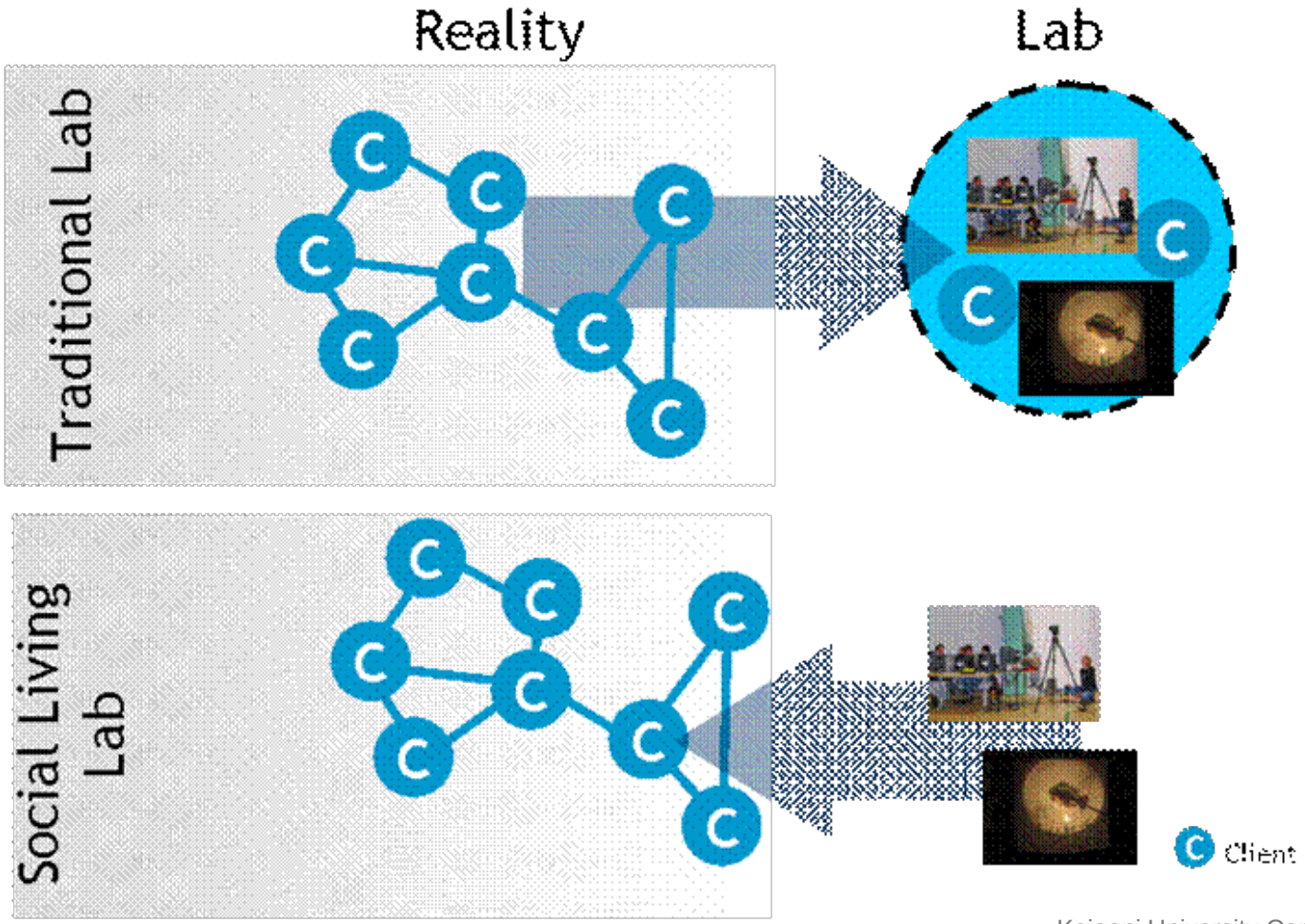


Nakertaja Network Services – Village Hall providing services **Vanahis Village Hall focused on electronic services using Net TV. Deserve pilot activities borrowed elements from Scotland, Sweden and Iceland with the aim to create a model for others.**

Village association trained kindergarten and school teachers, youth workers and youth themselves in Net TV, allowing them to use it in the provision of service in electronic manner. Consequently, Youth Net Television is one of the services, broadcasting local events via Net TV.

Kainuu village Days, January 2007

6. Socially Innovative Networks –Deserve Case Social Living Lab



Kajaani University Consortium, Lönnrot Institute
Andra Aldea-Partanen & Jouni Ponnikas, 28 June 2010

6. Triple and Quadruple Helix Partnerships in Kainuu

Kainuu Rural Development Group

Kainuu rural development group's tasks consist of

- Preparation and maintenance of the Kainuu rural development strategy and the corresponding Action Programmes,
- Their integration in the Kainuu Regional Plan and Kainuu Regional Programme
- Monitoring and evaluation of the rural development processes and perspectives
- Initiation of development processes
- Formulation of suggestions to decision makers from different levels and institutions

6. Triple and Quadruple Helix Partnerships in Kainuu

Kainuu Rural Development Group

Kainuu rural development group also consists of representatives of City of Kajaani, Leader groups, Kainuu Nuotta (association of villages association), Kainuu forestry centre, Kainuu vocational school Seppälä, Kainuu 4H club, Finnvera Kajaani, Kainuu's entrepreneurs association, Kainuu's environemnt centre, MTK-Kainuu, ProAgria Kainuu, Kainuu's protection club, Border-Kainuu regional association, Rural thematic groups co-ordinators, Forestry administration, Kajaani University Consortium and Valio association.

6. Triple and Quadruple Helix Partnerships in Kainuu Action Programmes

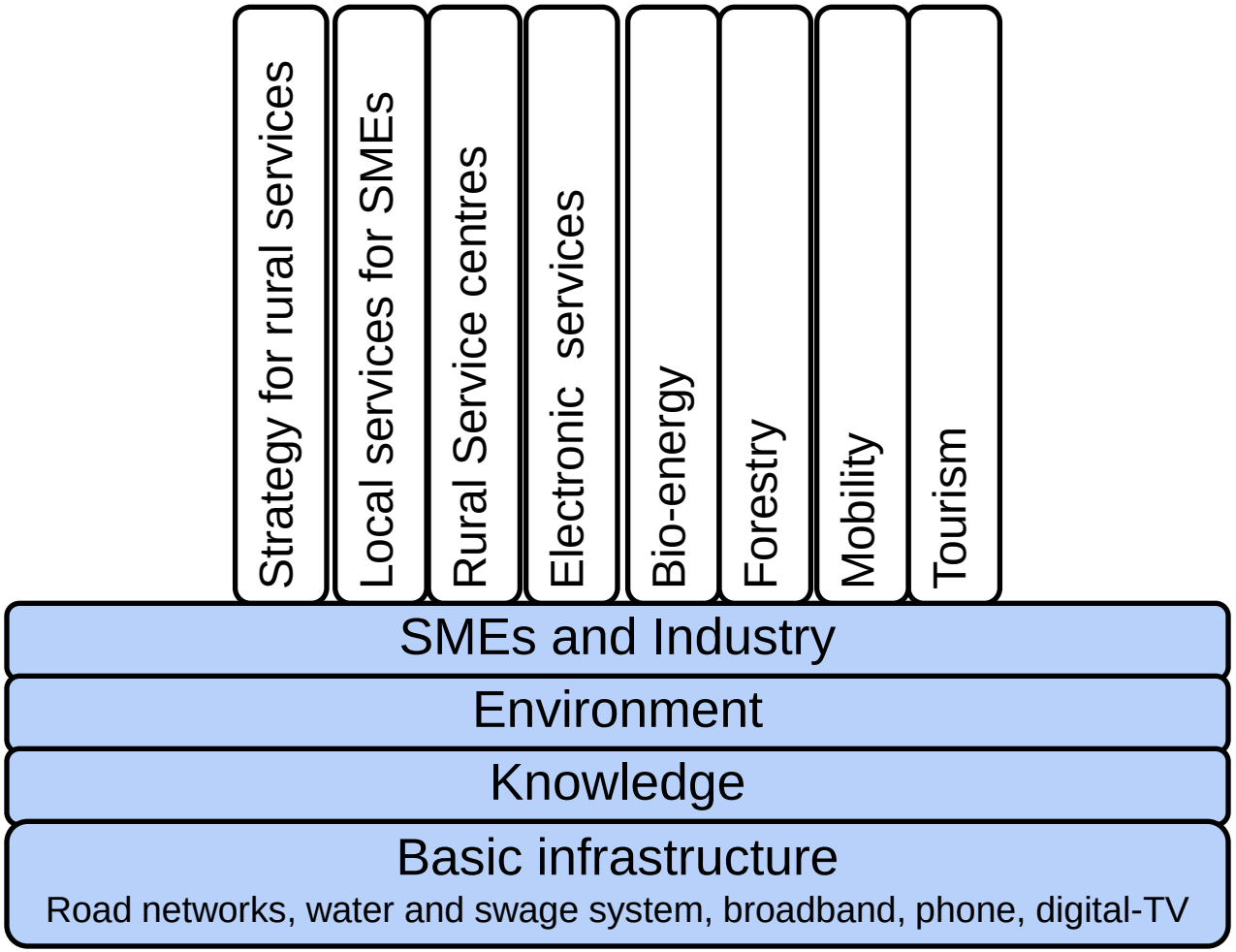
Action Programmes from Kainuu region, as coordinated by Kainuu Centre for Economic Development, Transport and the Environment, are:

- Rural entrepreneurship, MTK Kainuu
- Rural natural tourism, Kainuun Etu
- Forestry and wood-processing, Kainuun Etu
- Bio-energy & new energy, Kajaani University Consortium
- Village Action Programmes, Kajaani University Consortium

6. Triple and Quadruple Helix Partnerships in Kainuu Action Programmes

6. Triple and Quadruple Helix Partnerships in Kainuu

HAMA Programme 2009-2013, Kainuu focus

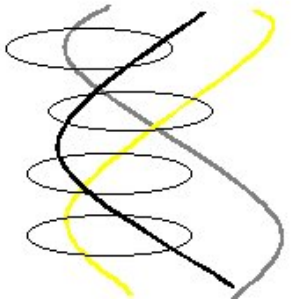


6. Triple and Quadruple Helix Partnerships in Kainuu

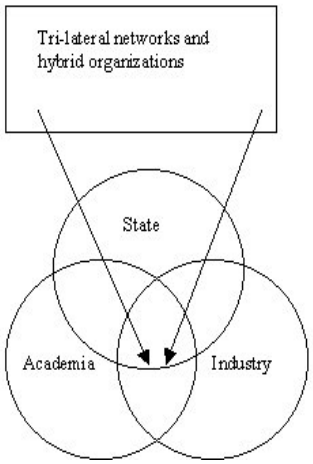
Key points

Triple Helix partnership...

- Consists of representatives of public authorities, knowledge, and entrepreneurs
- Is proven to boost innovation
- May be part of a regional innovation system
- Has been extended to **quadruple helix** by adding citizens helix to the model, to better contribute to the knowledge region creation



Triple Helix innovation spiral, Lin 2006



Triple Helix model of university-industry-government relations, Lin 2006

6. Triple and Quadruple Helix Partnerships in Kainuu

Key points

The history of quadruple helix is related to knowledge creation and the fourth helix was first proposed, in the literature, in 2002 by Canadian nano-technology specialist Mehta (2002, p.10): “Knowledge creation is now more reflexive, non-linear, complex and hybridised. Furthermore, inclusion of the fourth helix becomes critical since scientific knowledge is increasingly evaluated by its social robustness and inclusivity”.

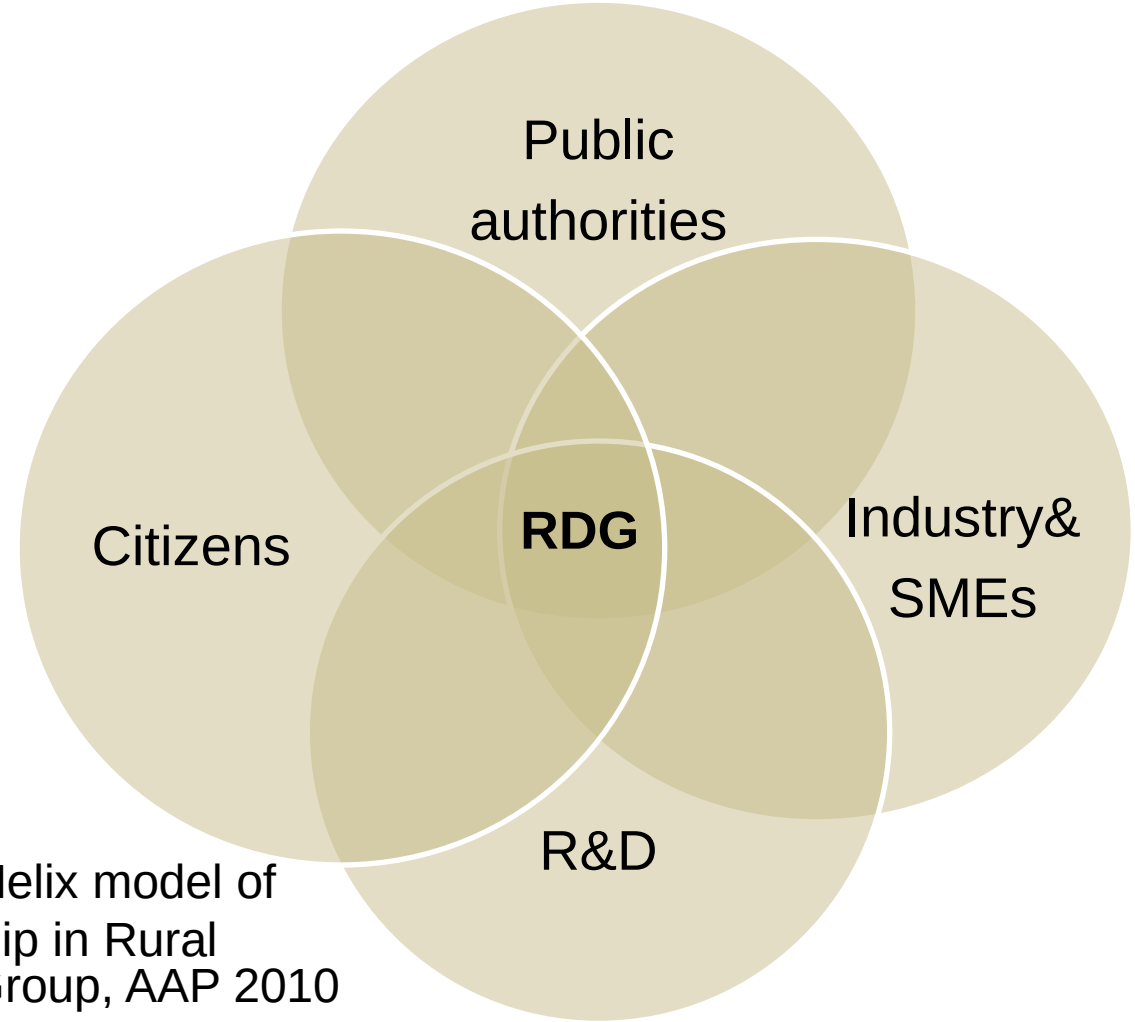
6. Triple and Quadruple Helix Partnerships in Kainuu

Key points

Recent use of quadruple helix is related to interactions in processes of local and regional development, such as in the knowledge regions: “In addition to the three strains of the triple helix, knowledge regions pay an increasing attention to the participation of citizens, of engaging the public in the processes of knowledge creation, creating quadruple helix interractions” [Reichert, (2006), p.41].

6. Triple and Quadruple Helix Partnerships in Kainuu

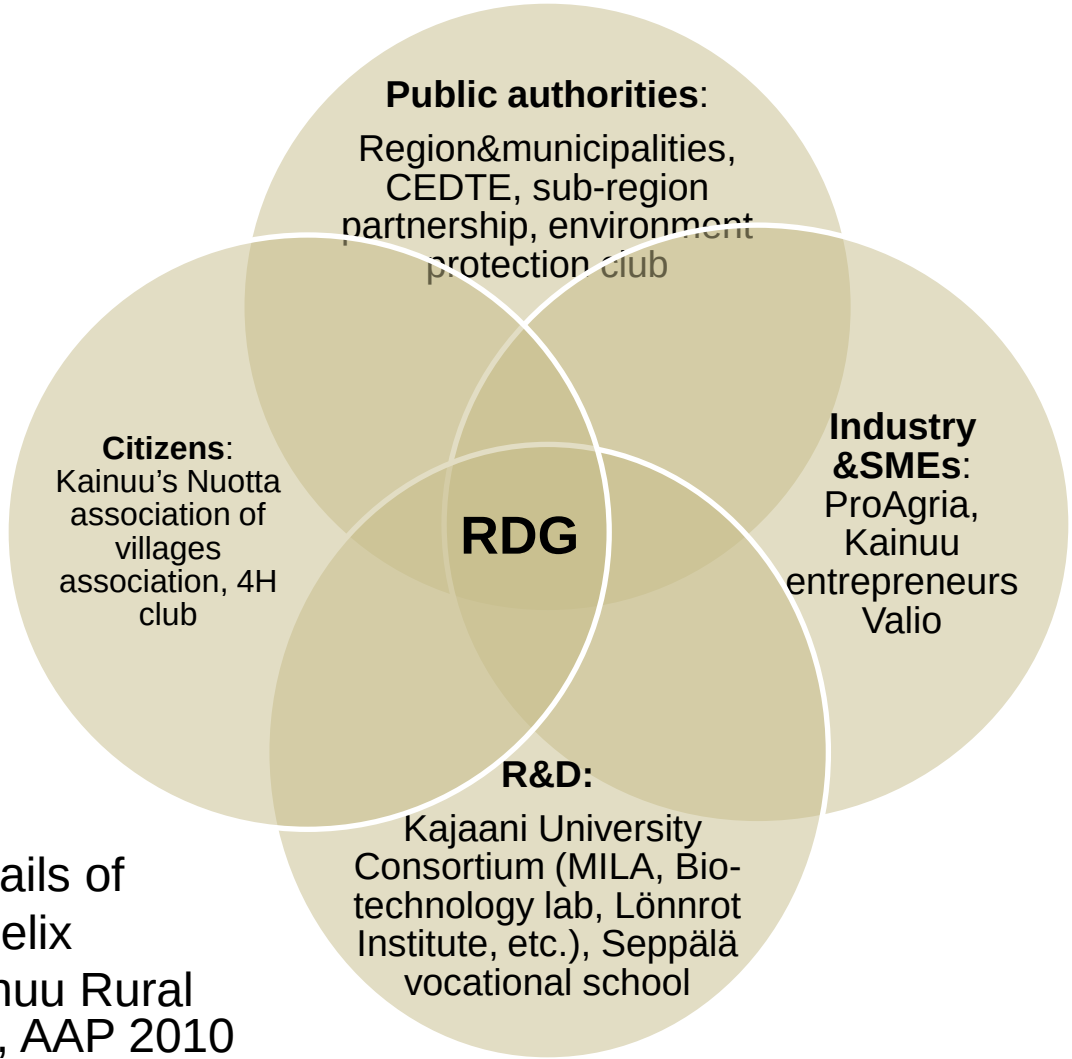
Key points



Quadruple Helix model of Partnership in Rural Development Group, AAP 2010

6. Triple and Quadruple Helix Partnerships in Kainuu

Key points



Institutional details of Quadruple Helix Partnership in Kainuu Rural Development Group, AAP 2010

6. Triple and Quadruple Helix Partnerships in Kainuu

Key points

The Kainuu rural development group (RDG) is an example of partnership at strategic level accounting and mobilizing local capacity in concrete strains of rural development, such as the thematic action programmes. The partners represented in the RDG are from all 4 helixes of the quadruple helixes, therefore assuring the co-operation needed to mobilise different and relevant sectors of the society.

Triple and Quadruple Helix Partnerships in Kainuu

Key points

Co-operation crosses institutional borders, as well as municipal and sub-regional borders. Involving public, private and voluntary sector in a manner accounting the different expertise existent at public level allows for a better internalization of and support to policy goals at citizens level, a professionally mediated inter-institutional dialogue(*), as well as a better awareness of the local and business priorities among decision makers.

Triple and Quadruple Helix Partnerships in Kainuu

Key points

The assumption is that governance can be enhanced in rural development by mobilizing triple and quadruple helix partnerships in rural development processes, starting with strategic level and continuing as well at operational level. This kind of partnerships combines supporting local capacity with inter-level, inter-institutional, intra-regional and cross-sector co-operation. Supporting of local capacity takes place whenever the process accounts and mobilizes local capacity, as present, for instance, at the level of local entrepreneurs or village associations.

Challenges for Developing Innovations in Finnish Rural Areas

- Building partnerships in service delivery in rural areas – citizens/3rd sector, SMEs, public authorities, knowledge (education & research)
- Aging of population
- Centralisation of education services in urban areas
- Loss of young population
- New generation of entrepreneurs missing

Group Task

- What are the main challenges for developing innovations in Rural Areas from your regional and organisational perspectives?
  - Talk about this in the group and collect a memo of challenges, in the challenges separate what challenges are common for all in the group and which are especially challenges for specific areas and organisations.
  - Choose secretary, who collects the memo. Use laptop and PPT-form if possible, so we can present your outputs at the end.
  - Facilitators can be secretaries and should be leaders of the groups.

Thanks for your attention! ☺

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